

Brand Style Guide

Imagery & Aesthetic

Primary Font: Poppins (Google Font)

- Clean, spacious layouts
- Rounded cards with soft shadows
- Light gray backgrounds (FF1F1F4)
- Lavender accents for key UI components
- Friendly, professional headshots
- Emphasis on clarity and warmth

UI Components

Buttons

Button

Rounded edges,
Lavender fill, White text,
subtle hover effect

Cards

Section Label

White background,
soft drop shadow
lavender section labels

Headers

Headers

Poppins bold,
lavender, large
and friendly
typography

COLOR PALETTE



Lavender Purple
#A88BFF
Primary brand color (buttons, headers)



Soft Periwinkle
#C8BDFF
Accent (gradients, highlights)



Cool Gray
#F1F1F4
Backgrounds, cards



Slate
#222222
Primary text



Soft Gray
#6F6F75
Muted text, labels

Brand Voice

Adjectives:

- Warm • Confident
- Positive, Human • Clear

Tone Example:

“Innovative student building
connections, developing potential,
and turning ideas into impactful
solutions.”

Headers

Poppins bold, lavender, large
and friendly typography

TYPOGRAPHY

Primary Font: Poppins (Google Font)

Aa

H1: 40-48px, Bold,
Lavender (#A88BFF)
Primary brand color
(buttons, headers)

Aa

H2: 28-32px,
Semi-Bold